

# MALLS & MAINSTREETS

MONDAY, FEBRUARY 8, 1993

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## SHOPPING CENTERED



LINDA BACHRACK

## Select heartfelt gifts for Valentine's Day

"Romance is a state of being. It's about taking action on your feelings." Thus writes Gregory J.P. Gadek in his best-selling sequel, "1001 More Ways to be Romantic." It would be fitting in this week before Valentine's Day to scan the pages of this book of love (\$11.95 at Waldenbooks). Or you can follow the advice of Detroit Romeo, Mark Captain. Here is his love story.

Captain wanted to surprise his girlfriend, Sabrina McCullough, with a special birthday gift, something she would always remember. So he called Calla Victoria's Spa in Heidi's Salon at Fairlane Town Center. Calla Victoria's Spa in Heidi's Salon at Fairlane Town Center offers The Cleopatra Day of Pampering (\$200) to her fortunate spa clientele, and Captain arranged to give Sabrina this ultimate gift.

"It was a total surprise," said McCullough. She was lured to the mall on the pretense of meeting someone and the next thing she knew, Mark wished her a happy birthday, kissed her goodbye in front of Heidi's and told her he'd see her much later.

"It was six hours of relaxation," she said. "Now I know how the stars live. I had never had a manicure and pedicure or a massage. The full-body paraffin mask was really nice, and I was served a delicious champagne lunch." McCullough pushed on about her makeover and hairstyle and looked forward to a next time. And she'll long remember the thoughtfulness of her boyfriend.

### For men as well

Calla Victoria offers The King Tut Day of Relaxation for men which includes a facial, a moisturizing hand treatment, a body massage and paraffin mask, and a manicure for \$150. For Valentine's Day she presents a special romantic hair-style and makeover, facial and manicure for \$100. How's that for a perfect way to say, "I love you?" And now some more provocative and unusual Valentine ideas that are sure to make your heart dance.

For an enchanting keepsake, you must see the vintage look jewelry at Kids Kloz, 6237 Orchard Lake Road in the Sugar Tree Shopping Center. These silver pins are attached to French silk embroidered ribbon from which dangle heart-shaped charms (\$192-\$262).

If you prefer the glitter of gold, you'll love the beaded Victorian heart charm necklaces at Marley's in The Townsend Hotel, Birmingham (from \$65).

While at The Townsend Hotel, reserve a deluxe room for a romantic Valentine's evening. The Townsend Rendezvous package is \$189 and includes a rose and champagne, confections on arrival and continental breakfast.

"A rose is a rose..." Not according to Nature Nook Florist, in classic major malls. Nature Nook introduces the flamboyant Madame Pompadour long-stemmed rose for \$69.99 per dozen. Or choose a decorative heart-shaped topiary (\$24.99).

You could spend Valentine's Day at home in front of a crackling fire with a bottle of wine, dozens of scented candles and soft music, or you could indulge in classic French cuisine in a dreamy setting at Chez Pierre, 643 N. Main in Rochester.

### Romantic hideaway

Chez Pierre captures the essence of Valentine's Day with roses, chocolate-covered strawberries, champagne and crepes suzette flambe. "Chez Pierre is an unexpected treat," says Lorraine Shalvey of Rochester Hills.

Sometimes it takes an intimate, personal gift to make cupid's arrows fly. The Jewel compact by Yves Saint Laurent is just such a luxury. The bold heart shape centered with a dazzling ruby is a timeless remembrance, available at Saks Fifth Avenue at Fairlane.

Nothing is more intimate than the gift of intoxicating fragrance. Saks presents Gio, the fragrance launch of the decade. Gio is the signature creation of Giorgio Armani. It is sophisticated and feminine, comfortable for everyday, yet sensual for evening. A combination of hyacinth and mandarin lends a warm, exotic note. Your chance to give her an original Armani (1.7 oz. spray, \$50).

Linda Bachrack is a Birmingham resident. You can leave her column ideas by calling 933-2047, Ext. 1889, from your touchtone phone.



JIM RIDEN/STAFF PHOTOGRAPHER

## Fifth Avenue Club: Shopping in the lap of luxury

The french doors on level two of Saks Fifth Avenue in the Somerset Collection open on a very special way to shop for members of the Fifth Avenue Club.



BY SUSAN DEMAGGIO  
STAFF WRITER

A fully accessorized spring wardrobe, complete with undergarments and shoes, hangs patiently in the corner of a luxurious dressing room waiting for Mrs. X, who plans to arrive shortly.

The champagne-colored walls covered in silk will not clash with the rich hues of the garments. The lighting, on three separate tracks, can be controlled to reveal the clothing in the three different lights of a day before a ceiling-to-floor three-sided mirror.

The latest editions of *Women's Wear Daily* and *Vogue* lie invitingly across a champagne-colored coffee table, designed to match the champagne-colored love seat and chairs.

Should the shopping last into lunch time, the adjoining full-service kitchen is ready to serve drinks, entrees and dessert. An elegant powder room holds every important bottle of fragrance on its countertop for sampling.

If a fax needs to be sent or a phone call made, consider it done.

Ahh, the lifestyles of the rich and famous.

Well, yes... and no, according to Rosette Ajluni, director of the Saks Fifth Avenue Club in the Somerset Collection in Troy.

"You certainly don't need to be rich and famous to be a Fifth Avenue client," she said. "The service is free. We exist in our own special area of

the store for the privacy of our customers. We take care of them in an exceptional way."

She described the Fifth Avenue Club's clients as "local media people, corporation heads, celebrities, people recognizable in the community."

"These are people who don't have time to shop or people who don't know how to shop, but who need and want to be well-dressed. We also have clients who travel extensively and need coordinated wardrobes. We work with people who want to look right for special occasions, and people who want us to select gifts of clothing for family and friends. Our clients are working women as well as homemakers who just want to try another way of dressing."

Ajluni, mother of four, grandmother of five, was a Saks customer for years before joining the company as director of the Fifth Avenue Club three months ago.

She heads a group of four personal shopping consultants: Lynn Frank, Mary Rita Kessler, Susan Klein and Beale Sneed, assisted by Gal Friday, Michelle Muskie.

"I consider our service fantastic for those who require it," Ajluni said. "Interested clients call and are assigned to a sales associate. They make an appointment to meet the associate and a professional relationship is established. Hopefully, the client's wardrobe needs will be met to perfection."

"Some of our best clients have never been in the store," she said. "A wardrobe is brought to their office or home for fitting and selection."

Frank said that as a personal shopper the entire store is at her disposal.

"We can locate, via computer, any garment a customer needs and have it sent from any of our stores across the country," she said.

## Customer service runs in store manager's blood

BY SUSAN DEMAGGIO  
STAFF WRITER

Milton Neuman gets his high from customer service.

"I love coming to work," said Neuman, who manages President Tuxedo at Oakland Mall in Troy. "And how many people can say that? I don't mind the long mall hours, the demanding customers, the outside sales calls. If I did, I wouldn't be in this business."

Neuman, a Southfield resident, is a bachelor, and the son of a tailor and seamstress. You might say retail runs in his blood.

"My dad got me started in the business. Summer jobs led to after-school jobs, and then full-time employment with Osmon's menswear," he said. "When Osmon's started closing

their John Kent stores I took it as a cue to look for a new job. I joined President Tuxedo in November 1987."

Helping grooms and fathers look and feel good on the big day is important to Neuman from a personal as well as professional standpoint.

"The best man will be back to book his wedding with me if everything goes well for his buddy's wedding," Neuman said with a laugh. "The key is to offer suggestions to a customer without telling them what to do." In addition to staffing the Oakland store, Neuman participates in weekend and evening bridal shows, makes sales calls at upscale eateries that might dress their wait staff formally, and maintains computer profiles on client sizes and preferences.

He advises anyone who wants to succeed in the retail business to make customer service their number one priority and forget a 9 to 5 workday.

"Everyone's holiday is my busy time," he said. "I worked long hours on New Year's Eve as last-minute party-goers called for tuxedos and accessories. That's why you've got to love what you're doing in the retail field. It's never a 9-5 job."

Neuman takes advantage of his store's proximity to President Tuxedo's Troy warehouse to get tuxedos to customers on short notice. One of 28 President Tuxedo outlets, the Oakland Mall store is one of the busiest.

"I like to think it's because I go above and beyond the call of duty to keep the customer satisfied," Neuman said with a wink.



Milton Neuman

MONDAY, FEB. 8

### AMATEUR ART CONTEST

Entries accepted now through Friday, Feb. 12, for Feb. 23-28 show. Entries must be suitable for hanging, no larger than 3 feet by 3 feet. No limit to number of entries. Best in show wins \$250. First, second and third-place winners receive gift certificates. Entry fee \$4 per art work. Forms available at mall management office. *Lionel Mall, Seven Mile/Middlebelt, 478-1168.*

### MEXICAN FESTIVAL

Through Feb. 14. Week-long festivities include dining, entertainment and cultural events. Call for schedule of dates and times. *Ritz-Carlton, Southfield/Hubbard, 441-2100.*

### FASHION GROUP CLUB

Registration through Feb. 19 in mall management office. 9 a.m. to 5 p.m. Members participate in fashion events, retail seminars. Interested men and women must be at least 16 years old. *Laurel Park Place, W. Six Mile/Newburgh, 462-1100.*

WEDNESDAY, FEB. 10

### WARTHOL COLLECTION

Final day of exhibit, Rotunda. Prints of endangered species series. Detroit Zoological Society memberships available at exhibit.

## ADDED ATTRACTIONS

Somerset Collection. Big Beaver/Coolidge. 643-6360.

FRIDAY, FEB. 12

### TWO CONTESTS

Lovers' Getaway and Win a Chrysler Concorde. Entry blanks available in center court and Jacobson's court area. Valentines could win overnight accommodations at the Loxis Marriott Hotel, dinner for two at Max & Erma's, and a dozen roses from Market Street Florist. New Concorde on display through Feb. 14. *Laurel Park Place, W. Six Mile/Newburgh, 462-1100.*

### RED FASHION SHOW

At Hudson's - 2:30 p.m. Free to shoppers. Puppet show "Cinderella" throughout the month for children. *Meadowbrook Village Mall, Watford/Adams, 375-9451.*

### BLACK HISTORY EVENTS

At Hudson's - Works of artist Virgil Grady and Toni Castille and entertainment by Cass Tech High School Jazz Band 6-8 p.m. On Saturday, Feb. 13, meet Janet Cannon from Broom Design Greeting

Cards from noon to 2 p.m. Cooking demonstration by Chef Arthur Calloway of Cactus Club, 1-2 p.m. Pie sampling courtesy of Mary Smith, president of Mrs. Columbus Super Pies noon to 2 p.m. *Northland Mall, Eight Mile/Greenfield, 443-6263.*

SATURDAY, FEB. 13

### PUPPET PERFORMANCE

"The Monster That Ate Your Garden" 11 a.m. "Where Do Snowflakes Go?" 2 p.m. Center Court. Produced by Charlotte and David Fauman, creators of The Masked Puppet Theatre. *Winchester Mall, Rochester Road/Avon, 652-1152.*

### PUPPETRY IN MOTION

Part of Saturday in February celebrations highlighting Black History Month. 2, 3, and 4 p.m. Penny Court. Complimentary performances by African American Puppet and Storytelling Theatre. *Northland Mall, Eight Mile/Greenfield, 569-6272.*

SUNDAY, FEB. 14

### CLASSICS AND CROISSANTS

Brunch in Rotunda. Live classics concert on stage. Prepared by Sebastian's Grill. Co-sponsored by WQRS. Tickets \$20 per person. Available at concierge desk. *Somerset Collection, Big Beaver/Coolidge, 643-6360.*